

The **CAROLINA FARMER**

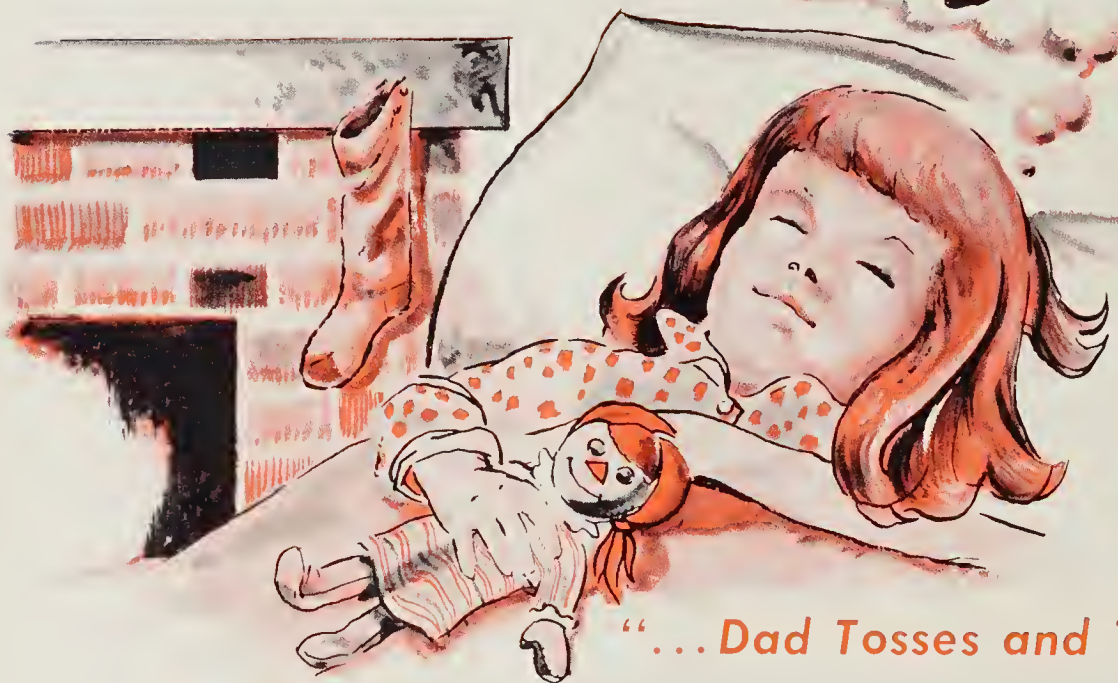
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December, 1967

*“While Visions of
Ponies Dance In
Her Head”*



“...Dad Tosses and Turns In His Bed”



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The **CAROLINA FARMER**

Vol. 22, No. 12, December, 1967



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Official Publication
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A Century of Service

The Civil War was not long over when the Grange began. The nation as we know it now was still to emerge from the Reconstruction Period. It was a time of hardships for all America, rural and urban, and there were none of the programs we have today to help relieve the hardships.

It was a time when Americans, rural and urban, were troubled and unsure.

It was December 4, 1867, and in a small office of the then still new U. S. Department of Agriculture, seven farsighted men reached a decision which would influence America's course for the next 100 years.

Seven men—Oliver Hudson Kelley, a government clerk, and six associates—met around the plain wooden table of William Saunders, superintendent of propagating gardens for the Agriculture Department, and founded the Grange as America's first farm organization.

In the years since, the Grange has grown with America. Its record of achievements in our state as well as in our nation is a record of landmark legislation. It pioneered farm education, laid the groundwork for farmer cooperatives, developed the original Farm Credit Act, brought about Rural Free Delivery mail service and the Parcel Post system, championed the Rural Electrification and telephone programs and supported the adoption of our present-day rural anti-poverty projects.

The Grange can look back with pride to the past, and it looks to the future with courage. Times have changed and are changing. America has changed; rural and urban needs not only have changed but also have become overlapping and interacting. The Grange, in a century of service, has kept pace with change. It has served the past, and it stands at the threshold of its second century prepared to serve the future.

Jim Chaney

COVER—A Christmas angel sets December's theme. One of the treasures of the State Art Museum, this wood polychrome was created by the German Egid Quirin Asam around 1732 and was given to the Museum by the Mary Duke Biddle Foundation. A special story of the Art Museum is a feature of this issue.

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THE CAROLINA FARMER IS PUBLISHED MONTHLY BY TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION, INC. SECOND CLASS POSTAGE PAID AT MEMPHIS, TENN. 38118. EDITORIAL OFFICES, SUITE 911, BRANCH BANK BUILDING, RALEIGH, N. C. 27602. POSTMASTER, SEND FORM 3579 TO BOX 1699, RALEIGH, N. C. 27602. SUBSCRIPTION PRICE 66 CENTS PER YEAR. PUBLISHED MONTHLY AT 3781 LAMAR AVE., MEMPHIS, TENN. 38118. CONTENTS COPYRIGHTED 1967 BY TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION, INC.

The Quality of Your People

What happens when somebody you know is picked from all the people in the state as Tar Heel of the Week? Community, civic and industrial leaders turned out for a testimonial dinner when it happened to Vernon Taylor. And because he is typical of so many of the people who serve you, what happened stands to the credit of all of you on co-op lines.

★ ★ ★ ★ ★

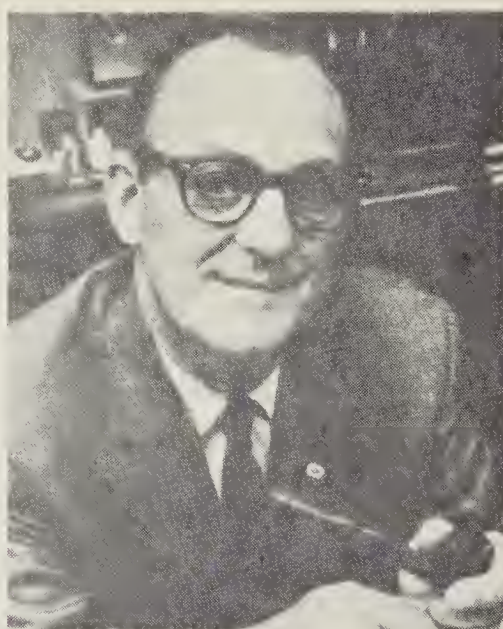
On Sunday, October 29, *The News and Observer* of Raleigh featured Vernon E. Taylor, manager of Roanoke Electric Membership Corporation of Rich Square, as Tar Heel of the Week.

The honor is reserved for North Carolinians who have made outstanding contributions to their communities and the state. The write-up which appeared in the paper with Vernon Taylor's picture described him as a North Carolinian who has contributed in many ways to many programs.

The recognition accorded him is significant to you as a member of a rural electric cooperative. It speaks for the quality of the people in your program and the importance of the work they and your cooperatives are doing to develop rural areas, promote industry, improve your communities and create for all North Carolina greater opportunities for all its people.

Not many months ago, L. P. Beverage of Burgaw also was honored as a Tar Heel of the Week. *The News and Observer* selected him for his outstanding services as manager of Four County EMC, in industrial and community development and as president (at that time) of North Carolina Electric Membership Corporation.

In recent weeks, others have been singled out for recognition in other ways. L. T. Gibbs, manager of Rutherford EMC of Forest City and incumbent president of N.C. EMC, was elected president of the Rutherfordton Kiwanis Club. Walter S. Smiley of Macon, a veteran director of Halifax EMC, was appointed by Governor Moore as a member of the Board



Vernon E. Taylor
Tar Heel of the Week

of Directors of the N.C. State Rural Electrification Authority for a term expiring in 1971. J. L. Shearon, manager of Wake EMC of Wake Forest, accepted on behalf of Wake Forest a first-place award for towns of more than 1,000 population in the 1967 Wake County Community Resources Development Contest.

Vernon Taylor's honor was a tribute both to the man and the breadth of his accomplishments.

"Vernon E. Taylor," *The News and Observer* said, "is one of a rare breed of individuals left in today's fast paced, educationally oriented society. He is 'self made.'"

"Although he holds no degree from a college or university, he manages a corporation that serves over 7,500 families, businesses and industries with vitally needed electricity in a seven county area of the fast growing northeastern section of the State. He is also one of the most active and influential Boy Scout leaders in North Carolina."

At Ahoskie that Sunday night, leaders of the Roanoke-Chowan area and the organizations with which Vernon Taylor has worked gathered at an appreciation dinner held in his honor. Mrs. Taylor was honored with him, and their married daughter and grown son were recognized.

Woodrow Price, managing editor of *The News and Observer*, came

as did Baldwin Renner, the author of the article. Price, explaining the significance of the honor, said Taylor was a member of a select group.

Former State Sen. Perry W. Martin, master of ceremonies, spoke of the qualities which make Taylor outstanding. A representative of the East Carolina Council of Boy Scouts (which has honored Taylor many times with awards and which in 1963 presented him the highly-prized Silver Beaver award) praised Taylor for his services to Scouting.

The pastor of Rich Square Baptist Church, for which Taylor serves as chairman of the Board of Deacons, spoke of his services to the church. Representatives of the Masons (in which Taylor has held every office in his lodge including master), the Rich Square Rotary Club (of which he is a past president and secretary) and the Tri-County Airport Authority (which he helped establish and which he serves as secretary) paid him tribute.

The president of the Rich Square Chamber of Commerce recounted the work Taylor has done to help improve and develop his community.

E. W. Evans, president of the Board of Directors of Roanoke EMC, outlining the growth of the co-op, praised Taylor for his part in making it the flourishing organization it now is.

Members of the Legislature from the area, representatives of the State Rural Electrification Authority and Tarheel Electric Membership Association, Taylor's associates and fellow workers and others spoke of his merits, abilities and character. Directors of the co-op stood in his honor and praised him too.

Co-op employees represented by Eugene Robbins presented him, chromium-plated and mounted on a large plaque, the climbing hooks Taylor had used in his early days as a co-op line foreman and line superintendent. Mrs. Taylor was presented a bronze plaque as a memento of the occasion.

It was Vernon Taylor's day. It was a day, too, for all who feel a part of and take satisfaction in the accomplishments of North Carolina's rural electric cooperatives.

Jim Chaney

North Carolina Time for Washington

Ordinarily this is the page which features "Tarheel Rural Lines" by J. C. Brown Jr. He has relinquished his space this month to make room for a report on North Carolinians whose handicrafts were exhibited at Smithsonian Institution in Washington, D. C., as part of the national observance of Co-op Month. He will be back with his commentary in January.

Glen Hofecker of Etowah was a center of attention at the Smithsonian Institution's Cooperative Photographic and Crafts Exhibition. He was there with his clocks—a large Grandfather's, an Eli Terry and a Wag on the Wall.

He was there with craftsmen from throughout the nation for the national observance of Co-op Month in October, and so were other North Carolinians who excel in making things with their hands.

Hofecker, whose trip to Washington was sponsored by Tarheel Electric Membership Association and Haywood Electric Membership Corporation, became interested in cabinet work when he took shop in high school and worked in shops in the Navy. He started his own cabinet work business after leaving the Navy and he still makes tables, benches and other furniture.

His clock business began when his mother saw a clock he had made for himself and asked him to make one for her. Then her friends wanted clocks and friends of friends wanted clocks. Soon Glen Hofecker, a Pennsylvania native who labels his work "Clocks by the Dutchman," was a clock specialist. He showed his skill by making some at the Smithsonian.

Mrs. Mark Reno of Canton showed visitors how to make Christmas wreaths from pine cones and nuts. In her skilled hands, pine cones became turkeys, owls and animals. Bill Crowe, a talented wood carver and leader on the Cherokee Reservation, carved cranes, ducks, squirrels, owls, foxes, bears and dogs.

Five members of the Albemarle Craftsman's Guild were among exhibitors: Mrs. Jean W. Ballance of Engelhard who makes brooms; Mrs. David Ross Inglis of Edenton who makes hammocks and doll

hammocks; Mrs. Johnny Lane of Hertford who makes dolls with apple heads; Mrs. L. Herman Sawyer of Elizabeth City who does crewel work bell pulls, and Mrs. Ernest Smith of Eure whose display included trays and mats she had designed and made.

Mrs. D. W. Cook of Boone provided a muslin bedspread with a grape pattern and hand-tied fringe and Mrs. Herman F. Jones of Reidsville, an original stoneware bowl made on a potter's wheel.

Mrs. Evelyn Plemmons of Waynesville was represented by braided rugs of varied colors; Mrs. Joe Moore of Waynesville by a hooked rug with dogwood design and a round rug with black background, and the Rev. William T. Ratchford of Winston-Salem, by a child's highchair, an exact copy of one made about 1825.

Mrs. M. A. Perry of Corapeake modeled corn shuck dolls representing characters in the Lost Colony pageant. Herbert Volkert

of Arden fashioned a black walnut cheese board with a red gumwood mouse on it and an old-fashioned tasting spoon. Edd Presnell of Banner Elk exhibited a striped mahogany dulcimer with two picks and wood carvings.

Mrs. Juanita Rivers and Mrs. Margee Robinson of Waynesville and Mrs. Zackary Cochran of Canton displayed individual hooked chair seats. Mrs. G. A. Post of Waynesville fashioned seven pieces of silver.

There were place mats by Charles G. Trent of Wilson, made of handwoven cotton with log cabin design, and by Mrs. Estella C. Barnes of Boone, woven of broomsage.

Mrs. E. B. McDonald of Arden used pine needles to make a bread basket and a three piece mat set.

The exhibition was sponsored by the Federal Government, national cooperative organizations and the Food and Agriculture Organization of the United Nations.



NORTH CAROLINA CRAFTERS
GLEN HOFECCKER

SPONSORED BY

TARHEEL ELECTRIC
MEMBERSHIP ASSOCIATION
KALLER NORTH CAROLINA

Glen Hofecker of Etowah at the Smithsonian Institution with Grandfather clocks.

A Wealth of Treasures Ours to Share

The final test of an art museum lies, as with all institutions, with the people. The people of North Carolina own the North Carolina Museum of Art and the treasures in it, and they are, by their increasing visits to it, sharing increasingly in its wealth.

* * * *

A short walk from the Capitol in Raleigh, in a converted State office building, you and your fellow North Carolinians keep one of the richest treasures in the nation.

Not many years ago the building was the headquarters of the State Highway and Public Works Commission. Now it's the home of the North Carolina Museum of Art. Nothing outside except an awning labelled with the museum's name hints at the riches inside.

The North Carolina Museum of Art is young as art museums go, but its reputation has spread far since the 1947 General Assembly appropriated the first \$1 million to found it. It is in that way unique: Other states provide funds for buildings, salaries and even artmobiles, but North Carolina was the first to set aside public money for an art collection for its citizens.

It is unique, too, in the facets of its wealth: It has an altarpiece by Giotto which in 1961 was voted the most important acquisition of the year by any American museum; the only small bronze sculpture by Cellini in the world; the only painting by Stefan Lochner in America; a nationally famous collection of Spanish still lifes; a world-treasured Rembrandt and a priceless Raphael. The list goes on and on.

The collection was born of a gift of \$1 million worth of Italian Renaissance works and works of other European schools by the Samuel Kress Foundation of New York. Other gifts, contributions and purchases have swelled the collection until it now contains 1,800 works of art valued at \$8 million.

In one national compilation not long ago, the North Carolina Museum of Art was classed among



Thousands of school children visit the museum on their spring trips to Raleigh.

the top 17 museums in the country. That's distinguished company when you consider how many museums there are and how many really great ones are located in the big cities.

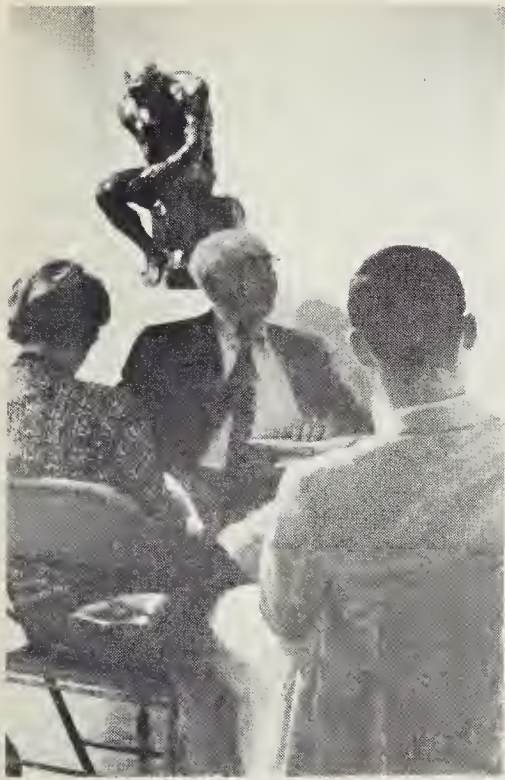
Except on Mondays when the museum is closed, hundreds of people a week visit it. Office work-

ers drop by during lunch hours; women in town for shopping, school children from all over the state, family groups on Sunday outings come to see its masterpieces. They make it, as its sponsors had intended it should be, truly a peoples' institution.

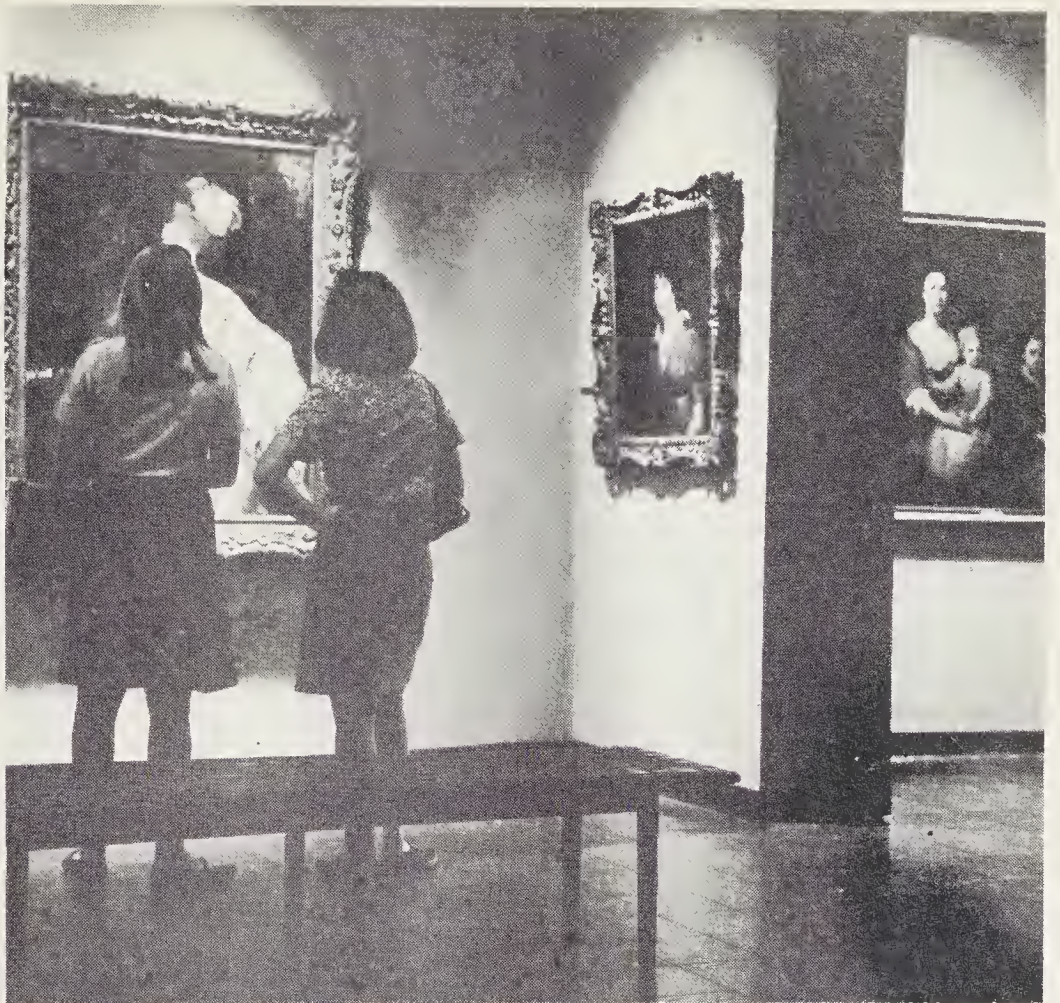
Jim Chaney



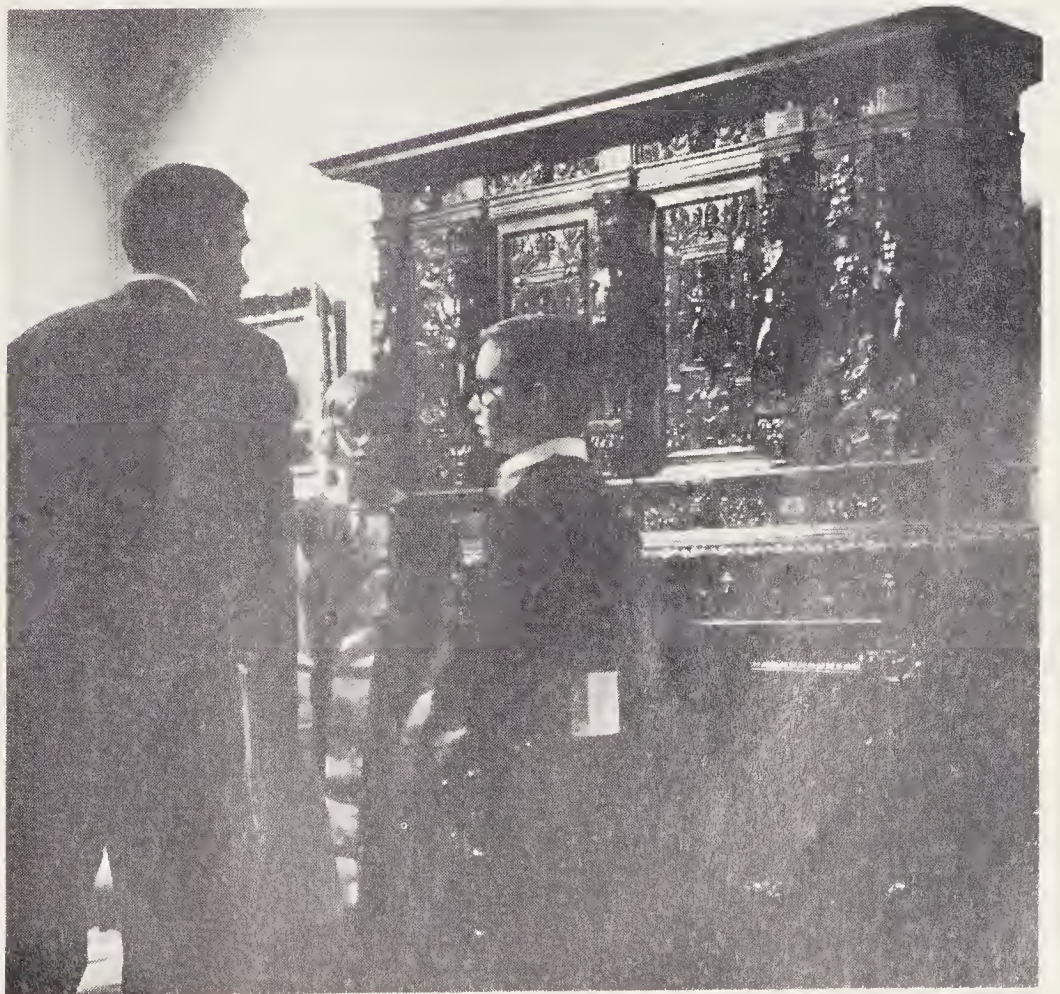
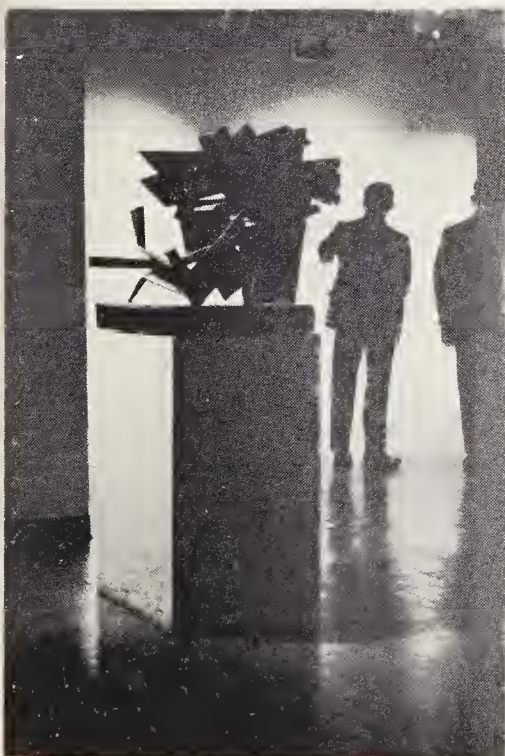
Italian Renaissance art, rich in age and beauty, attracts many museum visitors.



People, people and art. There is in the North Carolina Museum of Art, as the photographs show, something for all the people of North Carolina. In the picture above, Museum Director Dr. Justus Bier leads a group of art students in a discussion. School girls, in the upper picture at right, study an English portrait. A family group, at right bottom, talks about one of the handsome carved pieces shown in the museum galleries. And for those interested in modern art, examples such as that shown below are featured on the museum's fourth floor.



(Photos: Courtesy The Carolino Cooperator)



GRANDFATHER'S FAVORITE CHRISTMAS DAY



Christmas has always been a family day at Granddaddy's. It always will be as long as Granddaddy and Nannie live. It will always be a day, even as the grandchildren grow older, when every member of the family learns anew the richer meanings of the Christmas tradition.

★★★★★★★★

The seven grandchildren all are school age now. Betsy, Nancy, Mary Jane and Catherine have outgrown dolls. In a few more Christmases, Bert, Martha and Jimmy will have outgrown toys. None of them ever will outgrow Granddaddy's love. Nor will they or any of the family soon forget how it is to be with him on Christmas.

On Christmas Day the big white house with the bungalow roof and dormers, where Granddaddy and Nannie live in the quiet little rural community, is Christmas all over. Christmas dinner cooks in the kitchen. The big dining room has a Christmas air. And the front bedroom where hardly anybody goes except on Christmas and where only rarely now anybody sleeps, is waiting, with a Christmas tree and stacks of gaily wrapped packages.

The parlor as usual is reserved for visitors; even

on Christmas it's a room apart. When the packages have been opened the children will go with their presents to the rooms the family normally uses, to the big bedroom where Granddaddy and Nannie sleep and to the narrow "conservatory" adjoining it with its furniture with floral cushions and its windowsills lined with pots of African violets. And the older girls will steal away to the back bedroom where their mothers used to sleep and where Mary Jane and Catherine now and then hide to share their teenage confidences.

A Day of Excitement

The Christmas excitement begins when the three daughters and their husbands and the seven grandchildren arrive in mid-morning. Mary Joe, the nearest of the daughters, lives only a few miles south in a nearby town. Lucille Plummer, the youngest and the mother of four of the grandchildren, lives roughly 30 miles southeast. Janie and her husband and their two have a home in Raleigh.

Granddaddy and Harry, Granddaddy's man-of-all-jobs, are waiting for them—Harry at the garage in the backyard where he has a room and Grand-

daddy in the kitchen or in the yard with Harry—to help them carry in the gifts they will add to those already in the front bedroom around the Christmas tree.

When the children were younger and before Sweet Mama died, the three cars would stop at Sweet Mama's house before driving up the street to Granddaddy's.

Sweet Mama was the children's great grandmother and the mother of Nannie and of Nannie's two sisters, Mama 'Cile and Agnes, the children's great aunts who are the other regular members of all family gatherings.

Always on Christmas

But always the real Christmas was with Granddaddy and Nannie, with Sweet Mama when she was living sitting in the center of things and enjoying the excitement even more than the children.

The seven children already have had a taste of Christmas in their homes. They have seen what Santa Claus has brought. They have picked out their favorite presents and they have brought along things to show to one another and to their grandparents.

Now, finally at Granddaddy's house, they are ready for Christmas in earnest.

Now, after the cars have been unloaded and everybody has welcomed everybody else, they are in the front bedroom with their grandparents and parents and their great aunts waiting eagerly for the first of the wrapped Christmas gifts to be distributed.

Granddaddy has arranged the boxes in piles for each of them. He calls their names, with the youngest first, and in moments the room is alive with a merry confusion.

Soon gift wrappings are scattered everywhere. Now the room seems filled with children and with squeals and laughter and exclamations of delight and excitement. There are presents for Nannie and Granddaddy and for Mama Cile and Agnes and for each of the daughters and the three sons-in-law. There are presents for Harry. There are toys for Bert and Martha and Jimmy and the things teenage girls want for Betsy, Nancy, Mary Jane and Catherine.

Something for Everybody

There is something for everybody and more than enough for all.

Granddaddy and Nannie have taken care to give to each and all in equal measure. If one grandson gets a catcher's mitt, both get catcher's mitts. If one granddaughter gets a new dress, all get new dresses.

If one grandchild gets a hug and a kiss, all get hugged and kissed in turn as do their mothers. They are all, no matter how old they have grown and no matter how grown up they may feel, still Granddaddy's babies. And on Christmas Day his pleasure in all of them is as unlimited as his generosity.

The gifts now all are opened. The daughters and Nannie and Great Aunts Mama Cile and Agnes are talking. The toys are being tested and some already are needing repair. Granddaddy is sorting out the debris and he and Harry and the sons-in-law

are clearing away the empty boxes and putting aside such things as now may be packed into their cars.

The time has come to eat. Nannie and the daughters now are in the kitchen. Each of the daughters has brought something for the Christmas meal and Nannie as always has cooked and fixed enough to feed twice as many as will come to the table.

There is country ham. There's a turkey succulent and savory. There are heaping servings of butter beans, snap beans, stewed squash with onions, corn pudding, scalloped oysters and scalloped tomatoes, oyster dressing and Nannie's own variety of bread crumb dressing.

There are pickled peaches and watermelon rind preserves and fruit salads and congealed salads and pound cakes, plain cakes, spice cakes, upside down cakes, fruit cakes, blackberry pudding, gelatin with whipped cream and sweet potato pie. Nannie is responsible for most of it but each daughter has contributed a share.

A Pause for Prayer

Gradually the children are rounded up. The family collects to eat, the grown-ups in the dining room and the children in the breakfast room and at a folding table in the kitchen.

Now they all are at their places and Nannie tells Granddaddy it's time for the blessing. And they join in giving thanks for all they have and share together.

Two houses down the street there's a little wooden church with a wooden steeple where the family goes together on Sundays when there are services. The daughters and the grandchildren always come to Granddaddy's on "church Sundays" and many other Sundays, too. There, in the little church, the children have heard over the years the story of the Christ Child and the First Christmas and they are reminded of it now as they bow their heads and the blessing is said.

As the prayer is finished, Granddaddy is moved to say the names of each of them, the daughters and the sons-in-laws and the seven children.

There never, he says, has been as nice a Christmas with everybody able to be together and all of them enjoying it so and with so much to be thankful for.

Christmas As It Is

And the children laugh because that is what Granddaddy said last Christmas and the Christmas before that and all the Christmases past they can remember.

And that, they know, he would say if there were nothing, if there were only the group of them gathered there sharing the Christmas spirit. That he would say if there were no toys, nor turkey and ham, nor cakes, nor presents.

The family . . . his children seated with him and their children sharing their joy with him, that is Christmas as it is meant to be and ought to be. And that, for families like Granddaddy's in the old houses in the old communities everywhere in North Carolina this Christmas, will be Christmas as it is.

—Jim Chaney

The Dynamo of Rural Electrification

Clyde T. Ellis
A Voice for Cooperation



In his long career as general manager of the National Rural Electric Cooperative Association, Clyde T. Ellis has been a dynamo for rural electrification. Few men of our time have contributed so ably to a program serving so many or have achieved as much. His status has changed but not his goals and in his new role he will continue to contribute in ideas and counsel to the attainment of them.

★ ★ ★

The career of the man known as "Mr Rural Electrification" began in December, 1908, in the little town of Garfield, Ark. That career is far from over, but in September, 1967, the time came to sum it up so far.

President Johnson summed it up in a personal letter from the White House. "For a quarter of a century," the President wrote, "you have been a true and trusted friend of the American farmer. That friendship has forever won you the admiration and gratitude of all who love this land..."

Vice President Hubert H. Humphrey wrote in part that he knew "of no man who has brought more good, more understanding and, indeed, more light to the darkened corners of our land than you have."

House Speaker John McCormack wrote in part that the man being honored for devoting his whole adult life to rural electrification is "one of the most dedicated Americans I have ever known."

The St. Louis (Mo.) *Post-Dispatch* said that the man retiring as general manager of the National Rural Electric Cooperative Association (NRECA) had "served with an intensity of dedication exceptional for any man."

Agriculture Secretary Orville L. Freeman wrote that "without your contribution we would have little hope in our current efforts to revitalize our countryside..."

Interior Secretary Stewart L. Udall wrote that "the countryside is electrified and its future is definitely brighter because you have been the principal citizen spokesman for the country's rural electric cooperatives for the last quarter of a century."

Clyde T. Ellis, the man about whom all the above statements were made, responded in typical fashion. He told the NRECA staff, which had gathered to show him its admiration and gratitude, that no one individual was responsible for the achievements of the rural electric cooperatives and the firm place they now hold in the United States. It was, he insisted, the achievement of innumerable people over the years.

But from that day in January, 1943, when he became NRECA's first and only general manager, Clyde Ellis has ranged all over the nation and the world as the leading apostle of rural electric cooperatives.

Not Planned That Way

As he explains in his book, *A Giant Step*, Ellis had not planned it that way.

In 1942, and only 34 years old, Ellis had carved out a niche for himself as an up-and-coming young Congressman. After serving in both the House and Senate of the Arkansas state legislature, he had taken on U. S. Rep. Claude Fuller, a veteran of a decade in office, and beaten him by about 100 votes in the 1938 election.

In the next four years Ellis established friendships in Washington with many, including Roosevelt, who were strong believers in rural electrification and Federal power developments. Among them were the late Sen. George Norris, the late Speaker Sam Rayburn, and a young Texas Congressman named Lyndon B. Johnson.

In 1942, Ellis ran against John McClellan for a seat in the U.S. Senate. Arkansas voters chose McClellan, and Clyde Ellis was out of a job.

At the same time rural electric cooperative leaders throughout the country were looking for someone to take charge of their just-founded National Rural Electric Cooperative Association. They knew Ellis as a forceful advocate of Federal power projects and of the interests of rural people. They offered him the job, and he took it.

Achievements in Brief

Under Clyde Ellis' leadership, NRECA became a byword in the nation's capital.

But from the very beginning it was not always clear to all of Washington officialdom—both the officials appointed and the officials elected—that the development of rural electric cooperatives had a direct relation to America's greatness.

When Ellis started in the post then titled "executive manager," the expansion of the cooperatives that had begun in the late 1930's under the Rural Electrification Act had come to a halt. Copper was vital for electric lines; it was also vital to the military effort, and the nation then was united in the belief that all other goals were secondary during the conflict against fascism.

It took some doing, but eventually Ellis and other rural electric leaders got their message across—that the huge demands being made upon U. S. farmers could be met far better if many more of their farms had electricity. The restrictions on wire and other materials for rural electrification were loosened.

During those same early years Ellis and NRECA filled a gap that threatened the continued existence of the cooperatives: inability to obtain insurance coverage at reasonable rates. REA required such coverage, but the insurance companies' rates for rural electric co-ops were far higher than for commercial power companies doing essentially the same thing. But when NRECA went ahead with plans to form an insurance company for the rural

electricians, the existing insurers suddenly found a way to provide the insurance at more reasonable rates.

Another early milestone for Ellis and the association came in 1944, when Congress made the REA—previously created only for a ten-year period—a permanent agency, set the interest rate for REA loans at a flat 2 percent and extended the period during which those loans could be paid off from 25 to 35 years. When the law was actually enacted, Ellis was serving in the U. S. Navy, but the groundwork for it had been established before he took leave of absence late in 1943.

When the war ended, Ellis returned to NRECA. Half the nation's farms still had no central station electric service. Forward-looking members of Congress wanted to provide loan funds to bring them light. The investor-owned utilities, however, were bitterly objecting.

In other words, the same conflict that had been put aside during the war years had been resumed and would continue, right up to the present time.

Every year, then, it became the task for Ellis and the association to convince Congress that REA was a sound program for all Americans. Under President Truman and REA Administrator Claude Wickard, rural electrification grew up and became part of the national scene in the late 1940's.

By the 1950's, though, the nation had relaxed after the great efforts of the war years. The rural electric cooperatives, with Ellis and NRECA at their head, were put on the defensive as a new administration came to Washington. The Eisenhower Administration scorned Federal power—and the aspirations of rural electric cooperatives. It cut back sharply on loan funds for REA. But as the years went on, and Ellis and the association continued to labor to convince the skeptical—and Republican members of Congress continued to inform their party that rural electrification was not a partisan matter as far as they were concerned—the Eisenhower administration appeared to modify its collective mind. Federal authorization for REA loan funds began to increase again.

There were defeats in those years, too. The REA administra-



A friend of presidents, Clyde T. Ellis shakes hands with President Harry Truman.

tor had been deprived of his sole authority to grant loans to rural electric cooperatives by the administration. Congress then enacted a law returning that authority to the administrator. President Eisenhower vetoed the legislation. With Ellis and NRECA leading the drive, the Senate voted to over-ride that veto by the necessary two-thirds vote. When the measure came before the House again, the rural electric cooperatives almost, but not quite, rounded up the two-thirds majority.

Yet that show of the strength of rural electric cooperatives made an impression on at least some administration Republicans. When he ran for President in 1960, one of Vice President Nixon's chief differences with his President was on the matter of REA loans.

During the 1950's NRECA took over from REA the function of helping to train managers and staffs of the cooperatives. That management training program, now one of the four chief jobs of NRECA, strengthened what had been one of the weakest parts of rural electrification.

The history of all kinds of cooperatives in the United States reveals one of the chief causes of cooperative failure was the reluctance or inability of rural people to adopt sound business methods. That failing has been virtually eliminated among rural electricians.

By 1960 the nation was ready

again to respond to new challenges, and Ellis and NRECA were in the vanguard.

Called upon by President Kennedy to demonstrate to the developing nations of the world how their people could join together to help themselves, Ellis moved the rural electric cooperatives into the field of international cooperation. The Agency for International Development (AID) provided the money and NRECA the talent. "Exporting the REA Pattern" became NRECA's and the rural electric's contribution to a more stable world.

General Manager Emeritus

On Sept. 8, 1967, the NRECA Board of Directors named Ellis general manager emeritus. The board took the action to lift from his shoulders the necessity of dealing with the unending duties that any association general manager must confront.

In 1965, Ellis was struck by a heart attack and a stroke. His recovery from that attack gave many people, in Washington and elsewhere, a fresh glimpse of what courage is. But Clyde Ellis has other qualities in abundance too . . . an enduring interest in the people he has worked with and for; a penchant and a talent for inspiring people through word and through example; great insight into the tasks that remain for the rural electric cooperatives. His place in American history is secure.

Phil Sawiki, NRECA



A New Church

This Christmas, as you observe one of the oldest celebrations in the history of the world, take a closer look at your house of worship. It is probably gleaming and modern in shining metals, polished wood and sparkling glass—a far cry from the manger where Christ was born.

Today's churches are structures of streamlined dignity. Their windows are wide to admit the light. Their pews are contoured for comfort, and padded in style with foam. Many of their altars, their crosses and spires shine with the glistening sheen of modern stainless steel.

But it was not always so. The first Christmases took place in the most meagre surroundings. As a matter of fact, in the early days of Christianity there *were* no churches—since it was illegal to belong to this religion, meetings had to be secret. For the first two centuries A.D. congregations met in private houses. Worshipers didn't feel deprived, however; if, as Justin Martyr said, "God is everywhere," obviously he could be worshipped anywhere.

Near the beginning of the second century, the Christian coffers were sometimes used to purchase private houses. This occurred mostly in the eastern provinces of the Roman Empire. Still the religious surroundings were kept simple; ordinarily these private houses were just slightly remodelled, in order to contain an assembly hall.

It's not surprising that when Christians did begin to build their own churches, after Constantine made their religion the official one in 313 A.D., they followed the architectural concepts of the private Roman houses in which they had first worshipped. These houses had center and side aisles corresponding to the walks and center of the atrium (main room), and side sections corresponding to the wings of the atrium—the features of what came to be known as the Christian basilica.

The basilica itself suited the Christian's mode of worship perfectly. Slender colonnades separated the center from the side aisles, forming a section of upper windows to light the church. Basi-

cally the roof was of wood, except for the half-choir at the east end, for the early church was far from wealthy. What funds it had were lavished on the interior, where colorful marble slab floors and rich mosaics on the walls and in the east end created a glorious religious setting. But for centuries the church exteriors were definitely unimpressive.

When the Roman Empire collapsed so did its architectural traditions. Came the Middle Ages, and new forms were introduced, notably Byzantine, Romanesque, and finally the monarch of them all—Gothic.

Originally the word was a negative one—reflecting the name of the barbarians who helped to overthrow the Roman Empire. During the late middle ages Gothic referred to barbarian architecture. But the majesty of those pointed arches long outlived the stigma of the name, and it has been many centuries since Gothic has meant anything but the noblest of architectural design.

During the period that Gothic flourished, the Church was the dominant force in society. And as feudalism waned, civic pride waxed, and that civic pride promoted public buildings. Naturally, the cathedral was the highest expression, the most arresting monument man could build, and so Gothic spires climbed to the skies in religious grandeur. Competition between towns to create the most magnificent church was rife. Siena, Italy, built a small but sumptuous cathedral; nearby Florence retaliated with a larger one; and Siena struck back with a proposal to make its new cathedral merely the transepts of a colossal structure to be erected.

Notre Dame, Salisbury Cathedral and New York's Trinity Church are examples of the Gothic style. In such churches man has knelt in religious humility, his soul elevated by the arching domes, the rising columns, and the noble spires of this superb expression of building design. From the simple manger and the early private houses, Christianity's house of worship has become a place fit for a King.



HOLIDAY HANGING. Colorful wall plaque takes only minutes to make. Cover cardboard rectangle with red cotton corduroy and add holiday motifs cut from glitter-sprinkled cotton batting. Pin on rope of cotton batting entwined with red and green string. Hang to wall with velveteen.

Don't hide Christmas cotton under the tree—it's too pretty to be covered with packages.

Here are some tips for decorating with inexpensive Christmas cotton batting.

Turn a table into a festive Christmas package by trimming the cloth with panels of glitter-sprinkled cotton batting. There's no sewing involved. Just pin two-inch strips of white batting across a red or green cloth. Cross them at the center like ribbons on a package, and pin a soft bow of batting at the center. Trim bow with pine cones and Christmas tree ornaments.

Another easy-to-make wall decoration is an eye-catching Santa with a cardboard backing. For Santa's face, glue white batting to a cardboard circle about 14 inches in diameter. Use two cardboard triangles, each about 12 inches high, for his peaked hat and beard. Scallop edges of the cardboard beard and cover with pink batting. Glue white batting to the cardboard hat, then attach hat and beard to Santa's circular face with tape. Add a wide cuff and pompom of pink batting to the hat; eyebrows and curled mustache to the face. Use crescents of blue velveteen for eyes and circles of pink and red velveteen for nose, cheeks, and mouth.

Spell our season's greetings on your door with "Noel" letters of silver-sprinkled green cotton batting. Cut letters from cardboard, making each about 12 inches high and eight inches wide. Cover with green batting, folding over edges of letters and taping in place. For the "O," fashion a wreath from chicken wire and punch green batting into the wire. Top the wreath with a red velveteen bow, and trim all the "Noel" letters with red holly berries.

Free Patterns



ANGEL TABLECLOTH

Made of linen and embroidered in six-strand floss, this decorative cloth will lend charm to your table.



FLUFFY TREE

Made of tiny yarn tufts sewn to a crocheted mesh foundation, which is put over a styrofoam pyramid.



PARTY FAVORS

Crochet a whole angelic host to hang on your tree from golden halos. They are stiffened with starch.



TREE ORNAMENTS

Use these fringy little trees as party favors or to hold place cards on your holiday table.

To:
The Carolina Homemaker
P. O. Box 1699
Raleigh, North Carolina

This pattern offer expires
February 15, 1968.

Please send me without charge the pattern instructions I have checked below. I am enclosing a long, stamped, self-addressed envelope.

- ☐ Angel Tablecloth
☐ Fluffy Tree

- ☐ Tree Ornaments
☐ Party Favors

My Name is: _____

Address: _____

Comment, if Any: _____

The Name of My Electric Co-op is: _____

This Land Is Your Land

Woodrow Wilson Guthrie was a folk singer who sang with the voice of America. He once was called "a national possession, like Yellowstone or Yosemite" and he wrote hundreds of folk songs, each with a message of hope for the common man.

"I am out to sing songs that will prove to you," he once said, "that this is your world and that if it has hit you pretty hard and knocked you for a dozen loops . . . no matter what color, what size you are, how you are built, I am out to sing the songs that make you take pride in yourself and in your work . . ."

During the days when Woody was wandering and singing, one of the hopes of the people was electricity for farms and rural homes. About 1941, he was hired by the Bonneville Power Administration to write some songs about Grand Coulee and Bonneville dams.

"I pulled my shoes on and walked out of every one of those Pacific Northwest mountain towns," he said, "drawing pictures in my mind and listening to poems and songs and words faster to come and dance in my ears than I could ever get them wrote down."

In some 30 days, he wrote 26 songs for Bonneville. "They played them over the loud speakers at meetings to sell bonds to carry the high lines from the dams to the little towns," Woody once recalled. "The private power dams hated to see these two babies born to stand up out there across those rock-wall canyons, and they tried every trick possible to hold up the deal." In the end, though, he added, "our side won out on top."

One of the songs he wrote about those great dams was "Roll On Columbia, Roll On." Guthrie's message of hope is typified in a line from the chorus: "Your power is turning darkness to dawn."

Last year, Secretary of Interior Stewart Udall presented Guthrie with an award on behalf of the U. S. Government for his life-long effort to make the American people "aware of their heritage and the land." Udall described Guthrie as a "poet of the American landscape."

Woody Guthrie couldn't attend the ceremony. He had been stricken 15 years ago by a rare muscular disease and by last year he was bed ridden and paralyzed. On Oct. 3 of this year he died, leaving behind him a legacy that is spelled out in his most famous song:

*"This land is your land, this land is my land,
From California to the New York island,
From the redwood forest
to the gulf-stream waters,
This land was made for you and me."*

(Adopted from "Conversation Piece," by Dick Pence, former editor of The Carolina Farmer, in "Rural Electric Newsletter" which he now edits for National Rural Electric Cooperative Association, Washington, D.C.)

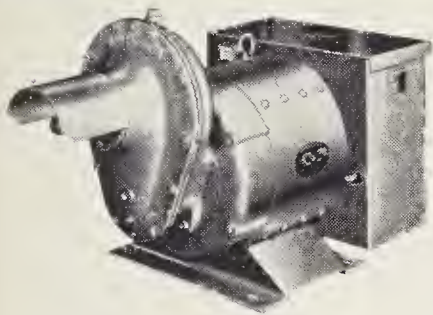
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The Low-Down on Grocery Prices

Staggered by grocery bills? A recent North Carolina survey shows food prices are about the same everywhere. Nobody apparently is getting more for less. The cost of an "adequate" diet for a family of four now averages close to \$120 a month. Don't blame the farmer. Relatively little of what you pay gets back to him; he's in as much of a squeeze as you are.

A report from the North Carolina Fund shows food prices in North Carolina are at least as high as, and possibly higher than, food prices in the nation as a whole.

The Fund study began last year when a special staff fanned out over the state on a mammoth shopping trip. The "shoppers" priced a standard "market basket" of 88 food items in 240 stores from the coast to the mountains. After tabulating their findings the Fund announces the following conclusions:

Food prices for a standard "market basket" for a family of four are just as high in North Carolina cities as in the nation's urban areas as a whole.

Food prices in urban North Carolina areas are just slightly higher than in rural areas.

Higher in the Mountains

Regionally, prices are higher in the mountains, next highest in the Piedmont and lowest in North Carolina's coastal region.

Meats and poultry, eggs, and fresh vegetables cost less in North Carolina than the national average. But processed foods including cereals and baked goods, fats and oils, sweets and sugars, and processed fruits and vegetables hit consumers' pocket-books considerably harder in North Carolina than in the rest of the country. One surprising finding of the study is that dairy products are priced substantially higher in North Carolina urban and rural areas than in the nation as a whole.

Food prices differ very little between chain stores, large stores, and small independent markets in North Carolina.

Wages paid by North Carolina industry should be examined in the light of the true cost-of-living

picture, rather than the traditional "it costs less to live here" assumption. Food costs, the study points out, use up from one-fourth to one-third of a family's total income.

Less Than Enough

Old-age pensions, and welfare payments to the disabled and to mothers of dependents should be re-examined to see whether North Carolina should increase food allowances in public-assistance cases. The maximum monthly public-assistance payment for food in North Carolina for a family of four, for instance, is \$62 per month. The cost in North Carolina of a nutritionally adequate diet for the family is close to \$120 per month.

Pressures to increase the allocation of federal funds to Northern cities in the belief that living costs are higher, should be countered to ensure a fair distribution to southern cities and rural areas.

The Fund's food-price survey was begun in the summer of 1966, with surveyors visiting 39 stores in the mountains, 133 in the Piedmont (more outlets were covered in the Piedmont because most of the state's population lives there), and 68 in the coastal region.

A Comparison Survey

The study committee in which Mrs. Van Alstyne was assisted by J. Edwin Craig and Janice McCallum, patterned its study after the Bureau of Labor Statistics' monthly report so that findings in North Carolina could be compared with national figures. The Committee staff received advice and cooperation from the Bureau of Labor Statistics so that the same "food basket" would be used for the North Carolina study as for the national study. The "food basket" is made up of 88 items in quantities that represent the amounts of these items purchased in a single year by an average-income family of four.

The Fund survey ranks several North Carolina cities in terms of food prices. Food prices appear highest in Asheville. Next highest is Charlotte, followed by Durham, Greensboro, High Point, Raleigh, Winston-Salem, Fayetteville and Wilmington.



December's Star

Briskly now on bright December days,
 So precious in December's cold regime,
 When winter's cachet seals the closing year,
 Shoppers scurry through the towns,
 And children wait impatiently, counting,
 Asking when will Christmas come, and
 Among the stars that light December skies,
 A star among the many shines for Him
 As it shone there when the wise-men came
 And shepherds tending flocks first knew
 The Message and rejoiced the Birth
 That now of our December makes
 Both a celebration and a prayer.

Jim Chaney



CHRISTMAS

Christmas is herewith snow on the ground
 Bright lights burning, children around.
 See their bright faces as they play around
 Running and skating with snow on the ground.
 Don't they look happy as they play around,
 Laughing and talking, snow on the ground.

Christmas is over, snow is all gone.
 Children quit playing, they have gone home.
 Won't it be wonderful a year from today,
 Children will all come back to play.

Mrs. Wiley Davis
 Rt. 6 Box 139
 Mt. Airy, N. C. 27030

PASSING SCENE

DIED—N. B. Berry, a director of Piedmont EMC for 19 years, of a heart attack October 25.



HOLIDAY DESSERT

For those of you who would like to serve your family a new dessert with its Christmas dinner this year, we are using in our "Corner" this month an appetizing cranberry-apple pie recipe, sent to us by Mrs. Panthea M. Twitty, of Warrenton, North Carolina. She writes that this pie is a favorite of her family and is quick and easy to make.

Mrs. Twitty's husband, Henry, was one of the first members of Halifax EMC, and they have been receiving electricity since January, 1949. Their home, "Reedy Hill," was built in the middle of a plantation about 125 years ago by Daniel Turner, son of Governor James Turner. The house is surrounded by century-old boxwoods from which the Twittys have rooted young ones during the past 25 years to sell. Their main market crop is tobacco, and Mr. Twitty also raises beef cattle and "feeder pigs."

They have two children. Their daughter, Panthea Anne, is in her second year of teaching at Knox Jr. High School in Salisbury. Anne was the first-place winner in the Halifax EMC Silver Jubilee Scholarship contest in May, 1960. Their son, Billy, is a high school junior and drives one of the John Graham High School buses. He is interested in mechanics and has two Model A Fords, which he has gotten into good running shape.

We do hope that you will try Mrs. Twitty's recipe during this Yuletide season and that you will enjoy it as much as her family has.

We wish you a very merry Christmas and a happy and prosperous new year!

If you have a favorite recipe you'd like to share through this column, send it to: Sharon Carver, Kitchen Corner, P.O. Box 1699, Raleigh, N. C. Tell us something about yourself and family and give us the name of your electric membership corporation. We pay \$2 for the recipe chosen monthly for this column.

CAROLINA FARMER RECIPE

Submitted by Mrs. Panthea M. Twitty, Warrenton, N. C.

CRANBERRY—APPLE PIE

2 cups cranberries	¼ teaspoon salt
1 ½ cups chopped apple	2 tablespoons flour
1 ½ cups sugar	3 tablespoons water
1 tablespoon melted butter	

Wash and chop cranberries. Add chopped apple. Mix together the sugar, salt and flour and add to fruit. Add water and melted butter and mix together. Pour filling into unbaked pie shell. Cover with top crust and cut slits for steam to escape. Crimp top and bottom pastry around edge of pie plate. Bake for 15 minutes at 450°. Reset temperature control to 350° and bake for approximately 30 minutes longer. Makes one 9-inch pie. (For an all-cranberry pie, use 4 cups of cranberries and omit the apple.)

FASHION FAVORITES

Becky's ALMANAC

"The proper and immediate object of science is the acquirement or communication of truth—the proper and immediate object of poetry is the communication of immediate pleasure."

SAMUEL COLERIDGE

To this I would add a message for the season: The proper and immediate goal for the salvation of mankind is just plain old communications—period.

It seems to me that when we have attained this goal, then and only then will the superiority of the human being be manifested.

We, of course, shan't live to see the fulfillment of this dream . . . when nations can stop long enough in their ambitions to communicate with each other . . . when starving people can communicate hunger pangs to the overfed . . . when the black man can talk—really talk—to the white man; or the white man to the Oriental; the Catholic to the Baptist; the Baptist to the Jew.

In more common, everyday situations, how long will it be before the woman down the street can communicate her fears, her loneliness to a neighbor, rather than awaiting the final, clinical understanding of a psychiatrist in the starkness of a mental hospital?

How long before youth can communicate its distress to parents; or parents communicate their concern to their children?

In our time of growing mass production, automated contacts, mass conformity, the problem of interpersonal, interfamily, and international communication becomes more difficult.

Let us therefore pledge ourselves to extend this all too short period of understanding, of listening, of brief communications—and conquer the most prevalent illness of our society—loneliness.



Pattern No. 4794 is cut in sizes 2, 4, 6 and 8.

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"What Do You Think of Nicknames Such as 'Skinny' and 'Fatty'?"

"Nicknames are often used for familiarity or affection, rather than to make fun of a person. People can usually remember a person's nickname better than his real name. I like nicknames when they are used in the right way. I especially like to call a tall guy 'Shorty', or a fat girl 'Skinny', and vice-versa. I don't think that these people really mind this at all, because I know a freckle-faced boy who is nicknamed 'Spot', and he really likes his tag. I also think that a nickname shows that a person is accepted by the 'gang'."

Eddie Barnette
Rt. 2
Pink Hill

Eddie is 17 years old and is a senior at East Duplin High School in Beulaville. He enjoys roller skating and bowling and his hobby is coin collecting. His parents, Mr. and Mrs. Ardell Barnette, are served by Tri-County Electric Membership Corporation.

★ ★ ★ ★ ★

"Most nicknames such as 'skinny' and 'fatty' are started just as a joke or to tease. When nicknames such as these are used to describe personal appearances, the joking is getting out of hand. Some nicknames hurt people's feelings and make them feel embarrassed. Many times these people cannot help their condition and it is not right for others to tease them about it."

Kathy Evans
Stella

Kathy is 16 years old and a junior at Swansboro High School. She is a varsity cheerleader for her school's football and basketball team. Her hobbies are sewing and drawing. Her parents, the Rev. and Mrs. Paul E. Evans, are served by Cartaret-Craven Electric Membership Corporation.

"Nicknames when they really apply should not be used. Although sometimes the person doesn't seem to mind, it can be embarrassing as well as hurt one's feelings when called 'fatty' or 'skinny'. In one's own circle of friends nicknames aren't so bad, but when dating, it can make the date as well as the person nicknamed embarrassed, and feel ill at ease. Nobody is perfect, making it possible for everyone to have a nickname of some sort. A good question to ask oneself before nicknaming someone is 'Would I like someone to nickname me by one of my less attractive traits?' Most likely after answering this question one will leave off the nicknaming."

Susan Harrell
Rt. 3, Box 106
Edenton

Susan is 17 years old and a senior at Chowan High School. Her hobbies are reading and listening to good music. Her mother, Mrs. Cora N. Harrell, is served by the Albemarle Electric Membership Corporation.

★ ★ ★ ★ ★

"I personally think nicknames such as 'skinny' and 'fatty' are all right unless they offend someone or are used to make fun of a person. Sometimes, if a nickname of this type has remained since early childhood, then its all right to call a person by that nickname. If you knowingly make fun or offend someone by calling them these nicknames, 'skinny' and 'fatty', then you're breaking the Golden Rule."

Frances Taylor
Rt. 1, Box 252
Oakboro

Frances is 19 years old and a graduate of West Stanly High School. She enjoys dancing and writing letters. Her parents, Mr. and Mrs. Tommy Jack Huneycutt, are served by Union Electric Membership Corporation.

Teen

R U N D T A B L E

NEXT QUESTION

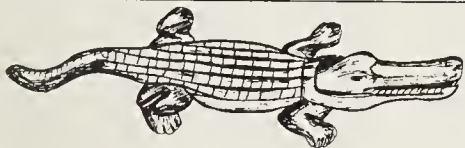
"What do teens think of long hair on boys?"

If you have a good answer, send it to **THE TEEN ROUNDTABLE**, The Carolina Farmer, P. O. Box 1699, Raleigh, N. C., at once. Send a photo, too, if you have one, (we can't return it) and a few facts about yourself. Include your parents' name, and the name of the electric membership corporation serving you. If your answer is published, we will send you \$5.

If you want to submit a question, send it along for our statewide panel to answer. For each question used, the sender will get a \$5 check. Jot yours down and send it to us right away.

This question was submitted by Iva Jean Nance, who will be receiving \$5 from THE CAROLINA FARMER. Iva Jean is 13 years old and in the eighth grade at Farmer High. She enjoys horseback riding and swimming. Her parents, Mr. and Mrs. Ivey Nance, are served by Davidson Electric Membership Corporation.

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AROUND THE HOUSE by Archie Hathcock



**All-Electric Homes
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During the last 35 years, the trend in the cost of electricity has been sharply downward. The trend for fossil fuels on the other hand, has been to increase.

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is properly insulated at time of construction, it will add less than one percent to the total cost. Good insulation will not only repay this one percent investment in less than four years by cutting heat loss, but it will add greatly to your comfort. And, in the summer, your home will be cooler too.

Furthermore, electric heat is designed to outlast your mortgage, even if it's for 30 years. Fifteen years with a gas heating system could mean that you'll need a new furnace, about \$300; that you've had to run a pilot light for 15 summers, about \$45; and that you've paid additional money for furnace cleaning, maintenance, and filters, about \$250. Owners of electrically heated homes are relatively free from such costs.

IF YOUR
PROPERTY IS
NOT MOVING . . .

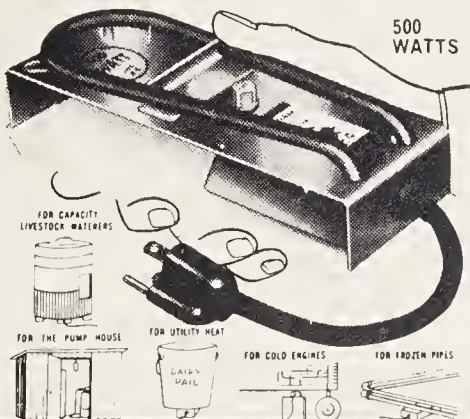
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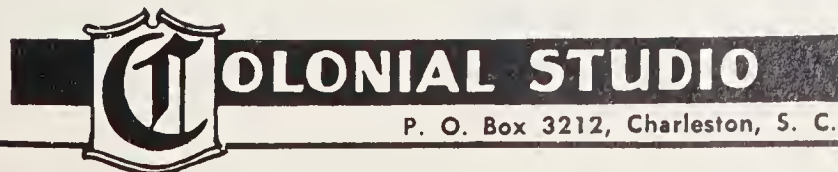
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Carteret-Craven Serves An Area of Development



The ocean and sound sparkled in the sunlight. A light breeze played with the waves. The sky had been overcast earlier that June morning: now it was clear and bright.

Offshore, boats cruised in the channels. At the motels along the beach front and down the banks, incoming guests unloaded their cars for a weekend of surf, sun and fun.

The summer vacation season was beginning on the Carteret coast. At Morehead City, where Carteret-Craven Electric Membership Corporation has its headquarters, and in the coastal communities which the cooperative serves, it promised to be one of the best seasons in years.

Catering to people who come to the coast—housing them, feeding them, and supplying their needs—is a major source of income for many Carteret-Craven members. That and farming, commercial fishing, seafood processing, and employment connected with the big Cherry Point Marine Air Station, are the principal money-making activities of the portions of Carteret, Craven, Jones, and Onslow counties in the Carteret-Craven service area.

Growing In Prosperity

When the motels and hotels and restaurants and beach places prosper, people along the Carteret-Craven lines generally count it as a good year.

The years have been good in the past decade. The area is growing. Its economy is broadening.

W. C. Carlton, manager of Carteret-Craven EMC, is able to say the cooperative not only has kept pace with the growth but has contributed to it.

The growth that characterizes the area Carteret-Craven serves is evident everywhere. On the same Saturday morning that Carlton was at his office describing the cooperative's operations, A. B. (Jack) Roberts of Morehead City came in to see him about service

for a proposed cooperative apartment complex.

The apartment project was to be built adjoining Pine Knell Shores below Atlantic Beach on the Salter Path Road. Roberts carried blueprints and specifications calling for 84 luxury apartments of two and three bedroom size with total electric facilities, services and appliances.

The 84 apartments would be owned by their tenants and would sell for an estimated \$3.5 million. And every kilowatt of current used by the apartment owners, who would be served as Carteret-Craven members, would count in the growth of the Carteret-Craven system.

Twenty-Seven Busy Years

Carteret-Craven EMC was organized in August 1940 with 444 members. Its first headquarters was at Beaufort. It moved to Morehead City in 1947.

Carlton became its manager in October 1950. The present headquarters building was completed in February 1954.

Since coming to Carteret-Craven, Carlton has been called on twice by the U.S. Agency for International Development and NRE-



Welborn Chaudoin Carlton

CA to lend his knowledge and experience to the aid of rural electrification in Latin America. In 1963, he went to Costa Rica on such a mission and in 1965 he went to Venezuela. He currently is in India heading an eight-man A.I.D.-NRECA team working to help the people of India in three areas establish five pilot electric cooperative projects. Mrs. Carlton is with him. They are scheduled to return in mid-December.

He is a past president of Tarheel Electric Membership Association and he serves as the director from North Carolina on the board of the National Rural Electric Cooperative Association.

From Georgia to Beaufort

Welborn Chaudoin Carlton is known to his friends as Bill. He was born March 26, 1909, in Forsyth, Ga. His father, still living at 92, is a retired college professor. His mother, who was a teacher too, died in 1942.

Carlton was graduated in 1931 from Mercer University in Georgia with a degree in economics and became principal of a high school near Cochran, Ga. It was there he courted Helen Hendrix, the daughter of a Beaufort dentist, who was to become his bride.

Miss Hendrix had come to Cochran to teach dramatics and voice at Middle Georgia College. She and Bill were married August 29, 1933.

In 1935, Bill and Helen Carlton moved to Beaufort where Bill took a position as principal of Beaufort High School.

Meanwhile, Bill was taking graduate courses. He took some at Mercer. In the summer of 1937, he took courses at Duke. Later, following World War II, he did graduate work at the University of North Carolina.

A Career In Manpower

In 1938, he moved from Beaufort to New Bern to become manager of a State Employment Service office serving five counties.

In 1942 he was promoted to State farm placement supervisor and came under the War Manpower Commission. He was stationed in Raleigh with a staff of about 18 men working under him.

In 1943, he was called to Washington to serve as regional farm placement supervisor for the states of North Carolina, Virginia, West Virginia, and Maryland. His region also included the District of Columbia.

In 1944, he volunteered at the age of 35 for military service. He was taken into the Navy as a lieutenant and assigned to the San Diego, California, area to procure manpower and materials for Navy projects there.

A Decision Never Regretted

Leaving the Navy in April, 1946, he planned to report back to his old civilian duties in Washington. Before he could do so, some people from Carteret County who had known him at Beaufort asked him to come back to Carteret as the first secretary of a new chamber of commerce then being organized.

Helen Carlton was eager for him to accept. He accepted. It was a decision, he said, that he has never regretted.

He was with the chamber from May 1, 1946, to May of 1948. He left to take a position with a roofing manufacturing concern which had located there. In June of 1949 he became a salesman for a steel fabricating, foundry, and construction materials firm. Finally, on October 23, 1950, he became manager of Carteret-Craven EMC.

As do other electric cooperative people across the state, Bill Carlton participates actively in the affairs of his region.

He was secretary of the Carteret County Planning Commission from 1959 to 1965.

He is past president of the Morehead City Country Club and the Morehead City Rotary Club, and he has been commander of the American Legion Post.

He was an officer of the Neuse Development Association and president of Carteret Industries Inc., a corporation created to promote industrial growth. Among the industries developed in the county as a result of its work is a firm which manufactures tank bodies for big tank trucks.

Carlton is a member of the More-



Bill Carlton, before leaving on his mission to India, at Carteret-Craven EMC.

head City Baptist Church. He has been a Sunday School teacher since his 'teens, and both he and his wife teach Sunday School classes. She sings in the choir as well.

Three Married Daughters

The Carltons have three married daughters, Ann, Helen, and Judith, and five grandchildren.

Ann is Mrs. G. M. Wylie of Cary. Her husband is a graduate of North Carolina State University and a mechanical engineer who works in the Research Triangle. They have two children, a boy and a girl. Ann teaches the fourth grade at Cary.

Helen is Mrs. James B. Walker. Mr. Walker is also a State alumnus. They are living in Wilmington, Delaware, where he works for DuPont. A Ph.D. in mathematics, he formerly was on the North Carolina State faculty. They have two girls.

Judith is married to a State man, too. He is John Hassell who graduated in the Class of 1967 and has taken a job with Standard Brands Company. They have a little girl.

A Philosophy For Service

Carteret-Craven is a cooperative with many veteran employees. One of its men has been with it 22 years, another 19 years, and another 18 years.

"We believe in good pay and good fringe benefits," Manager

Carlton said. "We try to select good people, train them, let them learn their jobs, pay them well, and keep them."

The cooperative has grown and prospered on that philosophy.

In 1950, it had 2,000 members who used an average of 164 kilowatt hours of current a month and paid an average of 3.2 cents per kwh. Now there are 5,700 members. They use an average of 591 kwh a month and pay an average of 1.94 cents per kwh for it.

"We've done it," Carlton said, "by promoting the use of electricity."

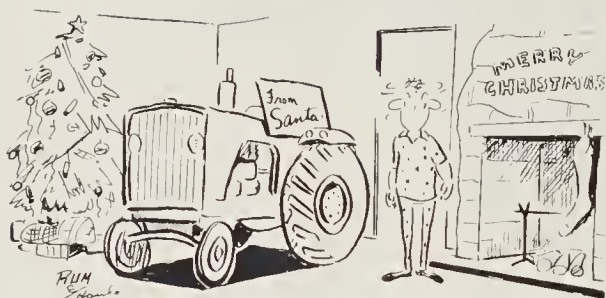
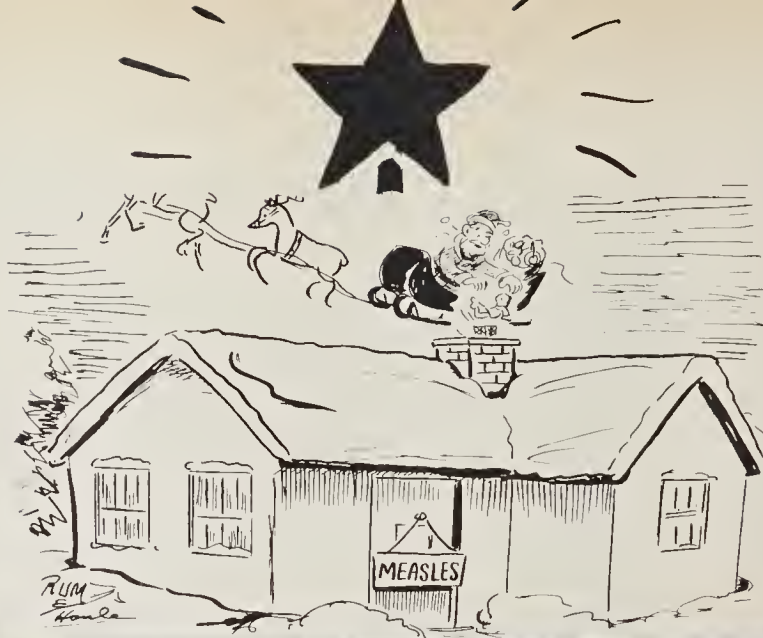
This had been accomplished partially through an installment financing plan for members, helping them buy appliances and equipment, including electric pumps for water systems, plumbing and septic tanks.

"We felt," Carlton explained, "that in our role as a cooperative owned and operated by the members, we should use every means to help the members toward better living and modern living in rural areas."

"This to me is the greatest service we are rendering our members outside of running electricity to their homes."

"If the electric supplier can't help the people of the area it's serving to better living, it's failing in its obligation."

"There's no other organization like it," he said. "There's none like a rural electric cooperative. No other can do its job."



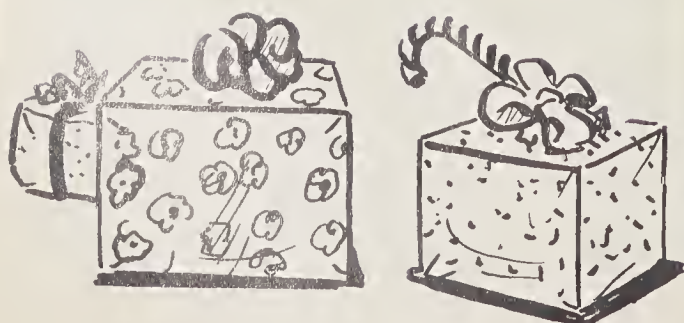
"By George, it is a bowlful of jelly!"



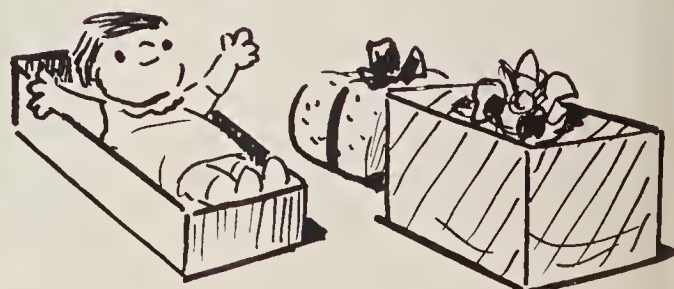
"What I can't understand is why you were ever chosen to play one of the three wise-men in your school Christmas play?"



"Take your pillow out and maybe we can squeeze you in."



HALE!



Our Interest is People

Low-cost, high-quality cooperative electric power has made the hen's life more productive, but our real interest is people.

The rural electric cooperatives, serving 230,000 rural North Carolina families, came into being because of the needs of people. People, mostly farmers, worked to organize them, and all the people have benefited from them. People, the co-op's consumer-members, own and operate them on the theory that people do better for themselves when they work together.

The electric co-ops have worked with people to improve the farmer's competitive edge — to help him utilize his money and manpower more profitably.

Just as they have served farmers in the past, they'll be here to serve, even better, the farmers of the future. Success of the Future Farmer will demand that more of his time and energies be given to thinking and planning, for the drudgery of manual field and chore operations is already on its way out.

Put your local electric co-op in your planning picture. Its services to you in mechanizing your farmstead will help you to have firm management control of your business and increase your production.



Tarheel Electric



Electric Cooperatives Serving North Carolina

ALBEMARLE EMC
Hertford, N. C.
BLUE RIDGE EMC
Lenoir, N. C.
BRUNSWICK EMC
Shallotte, N. C.
BURKE McDOWELL EMC
Morganton, N. C.
CAPE HATTERAS EMC
Buxton, N. C.
CARTERET-CRAVEN EMC
Morehead City, N. C.
CENTRAL EMC
Sanford, N. C.
CORNELIUS EMC
Cornelius, N. C.
DAVIDSON EMC
Lexington, N. C.
DAVIE EMC
Mocksville, N. C.
EDGECOMBE-MARTIN COUNTY EMC
Tarboro, N. C.
FOUR COUNTY EMC
Burgaw, N. C.
FRENCH BROAD EMC
Marshall, N. C.
HALIFAX EMC
Enfield, N. C.
HARKERS ISLAND EMC
Harkers Island, N. C.
HAYWOOD EMC
Waynesville, N. C.
JONES-ONSLOW EMC
Jacksonville, N. C.
LUMBEE RIVER EMC
Red Springs, N. C.
OCRACOCK EMC
Ocracoke, N. C.
PAMLICO-BEAUFORT EMC
Grantsboro, N. C.
P&E EMC
Wadesboro, N. C.
PIEDMONT EMC
Hillsborough, N. C.
PITT & GREENE EMC
Farmville, N. C.
RANDOLPH EMC
Asheboro, N. C.
ROANOKE EMC
Rich Square, N. C.
RUTHERFORD EMC
Forest City, N. C.
SOUTH RIVER EMC
Dunn, N. C.
SURRY-YADKIN EMC
Dobson, N. C.
TRI-COUNTY EMC
Goldsboro, N. C.
UNION EMC
Monroe, N. C.
WAKE EMC
Wake Forest, N. C.
WOODSTOCK EMC
Belhaven, N. C.

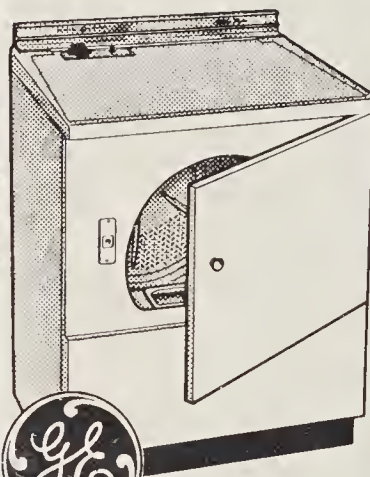


**BE A
SMART
SANTA
BUY HER A**



DRYER

FOR CHRISTMAS
with PERMANENT PRESS CYCLE



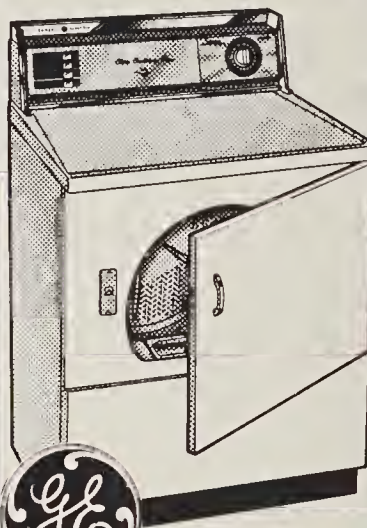
MODEL DE420D

ECONOMY CLOTHES DRYER

- High Airflow Drying
- Variable Time Dry Control
- Fluff Cycle
- Four Way Venting
- Porcelain Enamel Clothes Basket
- Counter Depth and Height

LOW, LOW PRICE

109⁹⁵*



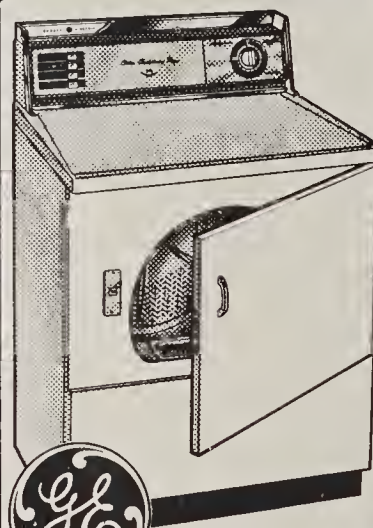
MODEL 620B

3 TEMPERATURE SELECTION

- Permanent Press Cycle
- Up to 14 Pound Capacity
- High Speed Drying System
- Three Temperature Selection
- Low Temperature Selection
- Air Fluff Selection

HOLIDAY SPECIAL

129⁹⁵*



MODEL DE813B

"NO-GUESSWORK" DRYING

- Automatic Dry Control
- Permanent Press Cycle
- Big Capacity Clothes Drum
- Big Capacity Lint Trap
- Selector Button for Timed High-Speed Drying
- Timed Delicate Selector Button
- Timed Fluff for Gentle No-Heat Tumbling
- Dual Nickel Chromium Heater Coils

PERFECT CHRISTMAS GIFT

139⁹⁵*

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